

A. P. ABBOTT CO.

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# Our Twenty-Third Anniversary Sale

**Lasts But Five Days. Begins Tuesday Morning, September 7th  
And Closes Saturday Night, September 11th**



All departments are now stocked for fall and winter business. This embraces a much larger stock than we have usually carried. Better assorted.

If you care to see what NEW FALL MERCHANDISE is like, this is one of the largest assortments in Vermont. You can very quickly decide as to what is right for the fall of 1915.

Our fall prices are the lowest for years. Lots of kinds are lower now than they will be later. This sale should be a record sale. We are not pushing this sale. Dress Goods and Linens will be more later. There would be more profit to us to keep these goods six weeks longer. This is your opportunity. For 23 years it has been our custom to hold these Anniversary Bargain Sales. This is one of the largest.

**This Sale is Divided Into Five Days as Follows:**

## Tuesday, Sept. 7 Wash Goods Day

Here is one lot of best grade Shirting that sells in our stock at 6c per yard. This one day, per yard .....4 1/2c

800 yards of very best 10c and 12 1/2c Gingham in a good assortment. These this one day, per yard .....7 1/2c

One lot of 8c Light Colored Outings. These are short pieces that we will cut on this one day at, per yard, only .....5c

One lot of Light Colored 10c Outings—These in full pieces that we will cut this day at, per yd., 7 1/2c

One lot of Yard-Wide Outing Flannel—This is a 12 1/2c grade, often sold as high as 15c. This one day, per yard .....10c

One lot of Krinkle Cloth in assorted colors—Short lengths of 12 1/2c quality. This day at, per yd., 10c

One lot of Yard-Wide Bleached Cotton—A 6 1/2c quality. This one day, per yard .....5c

A Bleached Cotton, per yard... 5c

One lot of 40-inch Unbleached Cotton Cloth—This is a very heavy Cotton, far better than Lockwood Cotton, being worth 2 cents more and selling this one day at, per yard, only .....7 1/2c

This is better than a Continental Cotton that sells at 10c.

One lot of 40-inch Bleached Cotton—This is a good 12 1/2c Cotton; sells this one day at, per yard, 10c

**You Will Want to Attend This Day's Sale**  
so as to see what values are to be sold on the other four days of this week's Anniversary Sale.

## Wednesday, Sept. 8 Housekeeping Day

Everything in our Linen Department reduced in price during this one day's sale. The following at special prices.

Everything in Linen has increased in price during this last year. Practically no Linens are coming from Germany at present. We have on hand a good stock of Linens; part of these were bought just at the beginning of the European war, over one year ago. We are now going to let you in on prices that will not be named again until the war has closed. You should give this Linen sale more than one single thought. The following are prices for this one day's sale:

One Lot of All Pure Linen Bleached Damask, our 65c Damask. Now in this sale at, per yard .....49c (All Pure Linen.)

One Lot of 72-inch All Linen Damask, a \$1.00 value. Now, this sale at, per yard .....79c

One Lot of 72-inch Extra Heavy Bleached Damask in several patterns with Napkins to match. This is our best \$1.25 Irish Damask, now this one day at only, per yard .....98c

This is the biggest trade in our whole Anniversary Sale.

One Lot of 20-inch All Pure Linen Heavy Weight Napkins, a \$1.50 value. This one day at .....\$1.29

One Lot of Extra Heavy 20-inch Napkins that sell at \$2.75. This is our best Napkin bargain and must be sold in whole dozens, at, per dozen .....\$2.35

One Lot of Very Large All Pure Linen Napkins, a special at \$3.98. This one day at .....\$3.15

All of our better Linens at a discount on this one day.

One lot of 9c Russia Crash at, per yard, only .....7 1/2c

One Lot of All Pure Linen Crash, our 12 1/2c quality Crash, this one day, per yard, at .....9c

## Wednesday, Sept. 8 Housekeeping Day

Everything in Sheets, Pillow Slips and Quilts at special prices during this one day's sale. The following at special prices:

One Lot of 42x36-inch Pillow Slips. These are 12 1/2c Slips. This one day at, each .....9c

One lot of 42x36-inch Pillow Slips. These are 15c Slips, this day at, each .....12c

One lot of 76x90 Bleached Sheets. These are good weight with center seam, a Linen-finished Sheet, this one day, each .....49c

All of our better Sheets at a discount this one day.

One Lot of Crochet Bed Spreads. These are our old \$1.00 Spreads, this one day at, each .....79c

On Lot of very fine Satin-Finished Spreads that are good values at \$3.75, this one day, each .....\$2.35

Every Spread in our store at a special price this one day.

One lot of full-size Comforters with both sides alike, filled with cotton, this lot this day, each .....90c

One Lot of Warm Extra Size Comforters filled with good clean cotton, covered with a good cover, these this one day, each .....\$1.98

All Comforters this one day at a special discount.

One lot of small-sized Turkish Towels at, each .....5c

One Lot of 22 1/2x45-inch Heavy Turkish Towels, this one day at, each .....17c

**Blankets Will Be Sold at Special Prices in Friday's Sale**

When we open our whole department to a reduced sale of Housekeeping kinds, it is the time to buy for your fall and winter use. Don't buy only what you need, just because they are cheap.

## Thursday, Sept. 9 Wool Dress Goods and Silks

In this sale are both Silk and Wool Dress Goods. To make this one of our busiest, best appreciated Dress Goods and Silk Sales, we will allow a liberal discount on all Wool and Silk Goods bought on this one day's sale. This means on our whole stock—kinds that will show an advance in a few weeks.

The following are some of these specially priced for this one day:

One Lot of 35-inch Black Silk Messaline. This is sold for all purposes where Silks are used, \$1.00 value, this one day, per yard .....75c

On this one day you can buy from our stock of Colored Messalines at, per yard .....90c

We are to put into this sale for this one day all of our Yard-Wide Brainerd & Armstrong Lining Satins. These come in White, Black, Tan, Gray, Brown, Navy and Red—\$1.00 Satin, this day at 87c per yard.

Some very low prices on Wool Dress Goods for this one day's sale. A liberal discount on all Dress Goods in our store on this one day. These prices with a prospect of advance on all Wool Dress Goods makes this sale of special interest at this time.

This sale gives you a chance to buy our best Serges, Gabardines and Plaids at a sale price.

You can buy this one day All-Wool Yard-Wide Serges in any color you wish. These last season were 50c. This day, per yard .....45c

Plan on buying your Wool and Silk Dress Goods at this one day's sale. Good planning saves lots of hard-earned money.

## Friday, Sept. 10 Blanket Day

This makes 23 years that this Blanket Sale has been regularly held, each year growing larger.

Blankets are lots cheaper than last season.

There are in this sale in all very near 1,000 pairs.

**Every Blanket in our stock this one day at a special price. The following are leaders.**

One Lot of 10-4 Gray Blankets, this one day, per pair .....49c

One Lot of 10-4 White Blankets, this one day at, per pair .....49c

One Lot of Gray and White Large-Size Blankets. These are the same as sold at 98c last season. This lot this one day, per pair, 69c

One Lot of Extra Large Gray and White Blankets—These this one day, per pair .....\$1.29 (Extra size.)

One Lot of 11-4 White Blankets—These are \$2.50 Blankets. This one day at .....\$1.98

One Lot of White Wool Blankets, large size—One of the very best in our stock at \$5.75. This one day, per pair .....\$4.98

**In Order to Give Our Customers a Clean Sweep of Our Blanket Stock**

we are to sell on this one day all of our better Cotton and all of our Wool Blankets at a discount.

## Saturday, Sept. 11 Lace Curtain Sale

For this one day we are offering some extra Lace Curtain values. Every season we have planned to put out a leader that would give extra values. This season we feel we have the best yet.

At 35c per pair we are putting in one lot of good quality ruffled edge Muslin Curtains; made from a good quality muslin. Has a 3 1/2-inch ruffled edge and is 2 1/2 yards long. For this one day, per pair, only .....35c

At 98c per pair, we are putting in one lot of White and one lot also of Ecru Scrim Curtains. They have a 1 1/2-inch hemstitched edge down sides and bottom; finished with a fine quality lace and braid edge. Are our regular \$1.35 Curtains. For this one day for only .....98c

In the Scrim and Marquisette Curtains, we have just received a large shipment of the new and season's best and latest values. Are made in the White, Cream and Ecru. Some are made plain with wide hemstitched edges, others have the real Irish cluny lace insertion and edge. Are real beauties. These come in all qualities, from \$1.25 to \$3.25. These are all made in the season's newest designs, and the qualities are the best.

For this one day, we will give a discount of 10 per cent. on any of our Lace and Scrim Curtain stock.

We also have a number of odd lots where there are only two or three pairs of a kind left. These we will give you extra special prices on to clean up the lots.

## Saturday, Sept. 11 For This Special Anniversary Sale for This One Day

we are putting in one lot of Black Mercerized Petticoats. This is the Elite Glove-Fitting Top, and is a Petticoat that is made to sell for one dollar. Has a deep corded tucked flounce with a 6-inch plaited bottom finish. This Petticoat is made from a good quality fast black Sateen; is a late model. For this one day we are to sell this Petticoat at 59c each. If you want a Petticoat for everyday wear, you cannot buy one that will do you more service than this Petticoat value. This one day only 59c each.

The demand for Colored Petticoats is to be very great this season, and we are to give you a special sale price on these for this one day, Saturday.

We have just received 5 doz. of these Colored Petticoats that are a regular \$1.50 value. The price for Saturday is only .....98c

This Petticoat is made with an 18-inch fancy Plaited Flounce. Comes in Navy Blues, Browns, Greens and Copen. For this one day's sale, only 98c each.

We have just received our full line of Black and Colored Silk Petticoats, both in the Taffeta and Messaline, but the popular Petticoat is a Chiffon Taffeta at \$3.00

Comes in all colors and changeables, also Black.

For this one day we will give a 10 per cent. discount on any of these Petticoat values.

## In a Few Days

we will open up a new shopping department—a Bargain Basement.

In our 23 years with you, this season affords us above all others an opportunity to ask for a liberal share of your Dry Goods business.

Our stock is the largest in this part of Vermont, and the cleanest from undesirable kinds that it has been in the whole 23 years of our business.

Lines of goods like Black Cat Hose, Munsing Underwear, Hoagknit Sweaters, R. & G. and Worcester Corsets, Nemo Corsets and Ferris Waists, Plumes, Brand Muslin Underwear, Wooltex Suits and Coats, Elite Petticoats and Millinery, have advanced in quality and style so very fast that it has meant a big increase in our departments and a bringing together of one of the best Dry Goods business in Vermont.

**New Lines of Wash Goods**

Full line of fall 1915 Endurance Cloth. This is better than Gingham—better styles; better color; better Galates. Being woven colors, it is fast-color, and we sell it, per yard, at .....12 1/2c

New fall line of Percales to sell for 10c, and a new line at 12 1/2c

Raw Cotton being cheap, you get a better cloth at the same money as last spring.

Renewed Denim Cloth, 22 inches wide, that used to sell at 25c. We have it in over 30 different patterns at, per yard .....18c

We pay the parcel post. Send for samples.

## New Hoagknit Sweaters

You have long ago become familiar with the Hoagknit Sweaters. We have a full new stock bought last spring, when Sweaters were lower in price than to-day. We sell these Sweaters, believing that our trade appreciate a little better made Sweater at the same price.

Hoagknit Sweaters for small children, at .....98c

Hoagknit Sweaters for boys and misses at .....\$1.75 and \$2.98

Hoagknit Sweaters for ladies at .....\$2.98, \$3.98 and \$5.98

Ladies' Sweaters at \$2.98 in all colors. At \$3.98 one of the best at this price to be had. At \$5.98 is our special extra heavy Shaker Sweater for ladies or gents.

Boys' Sweaters, same grade as the gents, at .....\$4.75

**New Neckwear**

Neckwear changing styles so fast, one should know that they are buying something new.

Neckwear forms a prominent part of every lady's costume—be sure it is the latest. Ours is just out of the express.

Ask to see new shades in our fall line of New Messalines and New Poplins.

All New Ideas and Patterns come new with seams allowed.

## Fall Novelties

Lots of new things—Plaids and Stripes in Dress Goods are coming in very strong. These new color combinations are very soft—lots of style and are really very pretty.

New Plaids in Wool Dress Goods.

New Plaids and Stripes in Silks. These are not expensive. We have so far as possible bought Yard-Wide Silks. There is less profit for us in wide Silks. They cut better for the trade.

New Ribbons and Velvets.

New Belts and Shopping Bags.

New Neckwear.

New Silk Hosiery that will be big right through the winter. Ask to see our special at 50c per pair.

New things in Wash Goods for dresses and waists.

Novelties in Curtain Materials such as Serims and Cretonnes.

Novelties in Colored Border Turkish Towels at 25c.

New styles in Sweaters.

New Silk Sweaters at \$5.98.

New Feather Neck Boxes (the latest).

New Double Buckings for neck ruffs.

Look about our store. You will see new life, new goods, a better place to buy your Dry Goods.

## Early Fall Suits

In advertising Suits, as well as any other line of merchandise, it is our aim to impress on the public the importance of quality. The "bargain" now demands an explanation for its being. Mere price is no longer a selling argument in itself. It is slowly but surely being forced into the background by the clear notes of quality and merit.

When you get a Suit, it is not the amount that is paid which counts; it is rather the service you get from the purchase. It is the service coupled with the style and quality that gives the real pleasure and makes for any business a lasting customer.

Our line of Suits, which is now ready for your inspection, is from lines we have taken great pains in selecting, and represents the season's best qualities, as well as the leading styles of the season. We buy only from houses that make for quality, coupled with style and real tailored finish.

We are now showing an exceptionally large line of high-class models of Suits and Coats.

While we have the Wooltex Suits and Coats for a standard of quality, we are showing many other lines that we recommend and guarantee equal as to style and service.

We ask your inspection of this line of this season's best models in Coats and Suits.

We have just received some extra White Coat values in the season's latest models.

## Ladies' Separate Skirts



Our early fall showing of new Skirt models is the largest and best we have ever been able to show. This will be the largest Separate Skirt season we have had in many seasons. No lady's wardrobe is complete without one or two Separate Skirt models.

We have planned for this and now can give you almost anything you may want, in style or quality.

We start this line at an All-Wool Serge Skirt for only \$2.98, and at from \$5.00 to \$5.75 we will show you a large range of the season's best models.

In the better grades up to \$15.00.

We have some extra values in Silks and Pajamas, Willow Taffetas and Serges.

## Children's School Dresses

We can give you some of the best values in Children's School Dresses we were ever able to offer.

We are making a special run on a fine quality Gingham Dress in 15 different styles. The qualities are the best, and these we are selling for the season at only, each .....\$1.00

These Dresses at \$1.00 each are made in neat, attractive styles, and come in sizes from 6 to 14 years.

Are finished with White Muslin Collars and Cuffs, with plain Gingham to match the Plaids, and with piping of some contrasting color. These are a Dress that fit well, and we feel sure you cannot duplicate at one-third more each.

When you can buy such a Dress as these are at \$1.00 each, you cannot afford to spend your time making them. The material will cost nearly as much as we ask you for the whole Dress.

**Ladies' Summer Dresses**

What we have left in Ladies' Muslin, Voile and Linen Dresses we are putting out at one-half price and less to clean up the stock for the season.

These are Dresses in qualities that sold at from \$2.00 to \$3.75. Now at one-half price to close in the next few days.

We also have a few White Dresses that we are closing at much less than cost, and many at one-half price. One lot of old White Dresses at only, each .....\$1.98

## Millinery Department

As this Anniversary Sale is the opening of the fall season in all departments, we plan to have the Millinery Department well represented with the early fall models. Miss Whitney has just returned from New York and Boston, and we now have a large showing of the new fall Hat models.

This coming season we will have with us Miss Atwood, who for the last few seasons has been with one of New York's millinery parlors and comes very highly recommended. Our steady increase in this department has made it necessary to have the best trimmer we could get in order to give Miss Whitney time to look after the trade.

The opening of school this week creates a demand for the early fall School Hats, which we have planned for and now have a good showing of the season's best values in the early fall School Hat and Velvet Tams.

In Hat shapes, there never was a season when there was such a wide range of good Hat models. The styles are exceedingly neat, and there is a good style model for everyone.

While in for the special week's values, just visit our Millinery Department and see our early showing of the season's models.

If you want a Hat to match your suit or costume, we can fix you up all right, and in the season's best values.

This sale should appeal to all that are buyers of thoroughly reliable Dry Goods—those that want to save a part of their money by careful buying. This sale coming at this time has more solid value for the money than we have ever offered before in any Anniversary Sale. Do not get confused on the day of each sale.

188 No. Main St.

**The Daylight Store**

Barre, Vermont